

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Pam Newby
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
316389-1	11/06/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for Michigan	1415

Flight Dates	Order #	Alt Order #
11/01/12 - 11/06/12	316389	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/01/12	11/02/12	M-F 7-9am	7-9am M-F	---TF--	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 ---TF-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 11/01/12 7:43 AM M-F 7-9am 7-9am M-F :30 CMI TV124H \$3,000.00 NM									
2	11/05/12	11/06/12	M-F 7-9am	7-9am M-F	MT-----	:30	2	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 MT----- 2 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ M 11/05/12 8:42 AM M-F 7-9am 7-9am M-F :30 CMI TV112H \$3,000.00 NM 1 WXYZ Tu 11/06/12 8:55 AM M-F 7-9am 7-9am M-F :30 CMI TV124H \$3,000.00 NM									
3	11/03/12	11/03/12	Action News SAT 6am	SAT 6-7am	-----S-	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 11/03/12 6:11 AM Action News SAT 6am SAT 6-7am :30 CMI TV112H \$1,200.00 NM									
4	11/03/12	11/03/12	SA 10-11am News	10-11am	-----S-	:30	2	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 2 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ Sa 11/03/12 10:24 AM SA 10-11am News 10-11am :30 CMI TV124H \$2,000.00 NM 1 WXYZ Sa 11/03/12 10:58 AM SA 10-11am News 10-11am :30 CMI TV112H \$2,000.00 NM									
5	11/01/12	11/02/12	Dr. Oz	4-5pm M-F	---TF--	:30	2	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 ---TF-- 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 11/01/12 4:39 PM Dr. Oz 4-5pm M-F :30 CMI TV112H \$2,500.00 NM 2 WXYZ F 11/02/12 4:14 PM Dr. Oz 4-5pm M-F :30 CMI TV124H \$2,500.00 NM									



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for Michigan	1415	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/05/12	Dr. Oz	4-5pm M-F	M-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 M----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 11/05/12 4:10 PM Dr. Oz 4-5pm M-F :30 CMI TV112H \$2,500.00 NM									
7	11/01/12	11/01/12	CMA Awards	8-11pm	---T---	:30	2	\$12,250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 ---T--- 2 \$12,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Th 11/01/12 10:00 PM CMA Awards 8-11pm :30 CMI TV124H \$12,250.00 NM 2 WXYZ Th 11/01/12 10:41 PM CMA Awards 8-11pm :30 CMI TV112H \$12,250.00 NM									
8	11/01/12	11/02/12	Jimmy Kimmel Live	1205am-105am M-F	---TF--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 ---TF-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXYZ Th 11/01/12 12:39 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV124H \$1,000.00 NM 1 WXYZ Th 11/01/12 1:01 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV112H \$1,000.00 NM 2 WXYZ F 11/02/12 1:02 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV124H \$1,000.00 NM									
9	11/05/12	11/05/12	Jimmy Kimmel Live	1205am-105am M-F	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 11/05/12 12:58 AM Jimmy Kimmel Live 1205am-105am M-F :30 CMI TV124H \$1,000.00 NM									
10	11/03/12	11/03/12	Sat 12m-12:30am	1130pm-1230am	-----S-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 11/03/12 12:20 AM Sat 12m-12:30am 1130pm-1230am :30 CMI TV124H \$500.00 NM									
11	11/05/12	11/05/12	M-F 12-1pm	12-1pm	M-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 M----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 11/05/12 12:46 PM M-F 12-1pm 12-1pm :30 CMI TV124H \$2,500.00 NM									
12	11/04/12	11/04/12	SU 12-1p News	12-1p	-----S	:30	2	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ Su 11/04/12 12:23 PM SU 12-1p News 12-1p :30 CMI TV112H \$2,500.00 NM 1 WXYZ Su 11/04/12 12:59 PM SU 12-1p News 12-1p :30 CMI TV124H \$2,500.00 NM									
13	11/03/12	11/03/12	ABC's Clge Ftbl 330-7pm	330-7pm	-----S-	:30	1	\$20,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/30/12 11/05/12 -----S- 1 \$20,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 11/03/12 7:22 PM ABC's Clge Ftbl 330-7pm 330-7pm :30 CMI TV124H \$20,000.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	11/02/12	11/02/12	Friday Prime A	8-9pm Friday	----F--	:30	1	\$10,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/30/12	11/05/12	----F--	1	\$10,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	F	11/02/12	8:20 PM	Friday Prime A	8-9pm Friday	:30	CMI TV112H	\$10,000.00 NM
15	11/03/12	11/03/12	ABC's Saturday Night Foc	SA 8pm-1130pm	-----S-	:30	1	\$7,500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/30/12	11/05/12	-----S-	1	\$7,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	11/03/12	10:09 PM	ABC's Saturday Night Football	SA 8pm-1130pm	:30	CMI TV112H	\$7,500.00 NM

Total Spots **22** Gross Total **\$95,700.00**

Payment Terms 30 Days

Agency Commission **\$14,355.00**
Net Amount Due **\$81,345.00**